THE REVIEW

Vol. XXXV—No. 12 February 27, 1941

Opportunity is at our door

Let's not keep him waiting

YOU CAN DO WHAT YOU WANT TO DO, accomplish what you want to accomplish, attain any reasonable objective you may have in mind; Not all of a sudden, perhaps, not in one swift and sweeping act of achievement . . . But you can do it gradually—day by day and play by play—if you WANT to do it, if you WILL to do it, if you WORK to do it, over a sufficiently long period of time.

WILLIAM E. HOLLER
Sales Manager Chevrolet Division
General Motors Corp.

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, FEBRUARY 27, 1941 No. 12

PLANNING YOUR OWN SUCCESS

"He who every morning plans the transactions of the day and follows out that plan, carries a thread that will guide him through the labyrinth of the most busy life. The orderly arrangement of his time is like a ray of light which darts itself all through his occupations. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidents, all things lie huddled together in one chaos, which admits of neither distribution nor review."

—VICTOR HUGO.

As most of you know, I don't go very strong for preaching, because I'd a whole lot rather give a man a hand on the upward path than to stand on the sidelines and tell him how he ought to climb. But I ran across that quotation again recently from Victor Hugo. It was sent me a number of years ago by a salesman who had learned from actual experience that it's the man with a definite plan who wins his battles.

Saturday is March 1st, OPENING DAY for the March Drive, OPENING DAY for the Big Spring Drive. Encouraged by the wonderful accomplishments of the first two months, we make our plans for the long, steady pull for the year. We make our own conditions and we can increase our earnings this year, as always, by learning twice as much about our business and by making twice as many calls as we have ever made.

You know that old saying, "Necessity Is the Mother of Invention." To my mind business the past few years has made wonderful strides because every individual connected with a business has had to make himself or herself more efficient to conquer the obstacles that existed, in order to make good. In other words we have had to invent new ideas, new methods of selling. If circumstances force us and we force ourselves we can go places. We have put special effort forth this year in giving you a particularly good line and as many new ideas as possible because our part in the Defense Program is to help keep normal business as good as possible, to help more than usual in the continuous building of good will, during the life of the Defense Program, which will benefit our customers not only now but in the Post War period.

Thanks a million from all of us for your fine accomplishments the first two months. Best of Luck, this, the last week of the contest.

Let's Go! To take the T out of Can't and MAKE MARCH MEAN MORE.

— T. Mackey.

HERE'S AN APPROACH THAT GETS ATTENTION

How would you like to have Presidents, Roosevelt, Hoover, McKinley and Washington work for you next year? That's what Guy Dean said yesterday to the owner of a Ford Agency in St. Augustine, Florida. It resulted in an order for fifty "All-Americans," and from an agency that had never used calendar advertising before.

Last week I referred in my REVIEW article to the importance of concentrating on one feature at a time, and regardless of section of the country, the size of a city or a small town, new customers can be created with that unusual approach and presentation of an advertising special feature that has proven of unusual worth in our line for over twelve years.

If you find a prospect for "All-American" that has been in business in the same location for twenty-five years or longer, ask him who was President when his business was established. He very seldom will know without referring to the sample. When you find the President in office when the business was established, suggest the following copy:

> "We have been serving the people of this community ever since the administration of ....."

Long service is something to be proud of and should be featured.

I am spending today with Guy in Florida, and he joins me in sending regards to all his fellow salesmen and friends.

James R. Talcott

HERE'S THE REAL ROLL OF HONOR!

WE HAVE 44 ORANGE QUOTA WINNERS AT END OF NINTH WEEK

With another week in which to qualify, forty-four Happy Warriors have placed their brand on a case of those luscious citrus fruits from the Gerlach Groves at Babson Park, Florida.

THESE ARE QUOTA BUSTERS UP TO FEBRUARY 22

ADAMS, S. E.
BYRNE, L. T.
CHAMBERLAIN, C. I.
CLARK, C. J.
COOPER, A. F.
EARL, P. C.
EVANS, H. D.
FALLS, G. R.
GATLIFF, B. D.
GERRISH, E. H.
GIBSON, W. E.
GILMORE, E. A.
GROTTE, H. F.
HERRMANN, W.
HIGGINS, C.
JAHL, MRS. A. C.
KASPER, J. B.
KEBOCH, P. H.
KERSEY, H.
LAING, J. R.
LIPFORD, R. H.
MADDOX, RUDY
MALONEY, G. H.
McWILLIAMS, A.
McWILLIAMS, R.
MELCHER, MISS
MESSICK, H. R.
MITCHELL, M. G.
MOORE, J. L.
MORRISSEY, D. M.
MULDREW, A. A.
PETERSON, MRS.
PETKO, J. S.
PHILLIPS, E. F.
PHILLIPS, JASPER
PITTMAN, E. P.
SANDERS, J. H.
SCHEAFER, W. A.
SIERER, E. B.
STEVENSON, F. M.
VINCENT, E. L.
WAITE, D. G.
WALKER, L. R.
WIGLEY, J. M.

THREE MUSKETEERS OF SALES LEAD US TO ANOTHER WEEK OF TRIUMPH!

GROTTE $3200 — MALONEY $1386 — OSBURN $1010

Business is definitely good as Gerlach-Barklow salesmen take advantage of their golden opportunity and ride the business boom

---

Herman Grotte is high man with $3,200 in three nice orders, a $2700 sale of Paragon to a BREWERY, a $350 sale of pencils to the same customer and a $150 sale of SQA-3 to an old customer.

George H. Maloney rings the bell twice for a total of $1386. A sale of "Here Peace and Happiness Abide" to a TITLE AND MORTGAGE CONCERN for nearly $1200 and $205 sale of "My Diary" Baby Record Booklets to a HOSPITAL.

R. S. Osburn makes a $1010 sale of "My Bonnie Lies Over the Ocean" to a COAL DEALER.

Perc Earl makes the column three times for a total of over $700.

Earl's first is a $365 sale of Class X Blotters, "Bright Bouquets" sold to a WHOLESALE GRAIN DEALER.

His second is a $195 sale of Religious Calendars to a FUNERAL HOME.

Number three is a $169 sale of "The Joy of Living" to a COAL DEALER.

Ed Sierer appears twice for a total of nearly $600. His first is a $385 sale of "The Guiding Hand" sold to a FUNERAL HOME.

His second is a $200 sale of Memorial Record Booklets to a CEMETERY ASSOCIATION.

Ralph Bond makes it two straight for a total of nearly $500. His first is a $346 sale of "Rainbow Fishing Fleet" to a BANK and his second a $140 sale of Will Rogers to a CHEESE MANUFACTURER.

WE'LL GO A LONG WAY TO SERVE YOU
Sold by Ben Bercovit on "Down on the Farm" to a Texaco Dealer

T. L. Dallas makes the column twice. Once with a $247 sale of "Autumn Rhapsody" to a PLUMBING SUPPLY DEALER and again with a $120 sale of "Shot Heard 'Round the World" to a NATIONAL BANK.

John F. Petko makes two nice ones—a $262 sale of "All-American" and "Their Priceless Heritage" to a BAKERY, a new customer—and a $110 sale of "Spanky Safety Patrol" to a PLYMOUTH DEALER.

Ryan S. Perry makes it three straight for $500—, $232 sale of business calendars to a MANUFACTURER—a $200 sale of "Proud Mothers" and "Joy of Living" to a FUNERAL DIRECTOR and a $105 sale of Hewlett's duck picture to a DEALER IN COAL AND GRAIN.

Jut Laing made a $342 sale of Religious Calendars to a FUNERAL DIRECTOR.

Leo Himelhoch makes a $218 sale of "Playmates" Blotters to an ENTERTAINMENT BUREAU.

Marvin Mitchell sold "Be Sure You Are Right, Then Go Ahead" to a POULTRY FARM for $266.

THIRTY-FIVE YEARS OF DEPENDABLE SERVICE
Sold by H. R. Messick on Will Rogers to a Hardware Dealer

Clyde Estes made a $200 sale of "Puppy Love" on Farm Record calendars to a GENERAL STORE.

A. J. Martin of Wisconsin created a new account with a $240 sale of Class S Folders to a MEMORIAL DEALER.

Charlie Chamberlain sold "Spirit of America" and "All-American" to a DAIRY for $245.

G. W. Hawkins sold Memorial Record Booklets to a FUNERAL DIRECTOR for $106.

W. E. Gibson sold "Peekaboo" to a CLEANER for $150 and "My Blue Heaven" to a CHEVROLET DEALER for $162.

Charles Clayton sold "Autumn Rhapsody" to a FUNERAL DIRECTOR for $105. The copy on this little foldover deluxe greeting calendar reads—"THE FINEST THINGS IN LIFE ARE THE FRIENDSHIPS GAINED ALONG THE WAY" and the customer's signature—nothing more.

Craig Sohn of Ohio makes a $155 sale of House Organ Folders using "Kiddie Callers" sold to a DEALER IN BUILDERS' SUPPLIES AND COAL.

LET US KEEP YOUR HOME FIRES BURNING
Sold by Fred Stevenson on "Here Peace and Happiness Abide" to a Fuel Dealer

A PLEASED CUSTOMER IS OUR BEST ADVERTISEMENT
Sold by H. R. Messick on "Come Back Here" to a Coal Dealer

A. A. Bender sold "Rainbow Fishing Fleet" to a DEALER IN COAL AND BUILDING MATERIALS for $100.

A. W. Thurn makes a $130 sale of special calendars to a MANUFACTURER.

Bert Stiff sold Religious calendars to a FUNERAL DIRECTOR for $180.

Mrs. Fannie Peterson made a $190 sale of "Peekaboo" to a CLEANER.

J. B. Kasper made a $118 sale of "Spirit of America" to a NATIONAL BANK.

Sidney Hodson made a $110 sale of "Happy Bluebird Family" to a STATE SAVINGS BANK.

Jack Saunders of Michigan created a new account with a $136 sale of "Their Priceless Heritage" to a LUMBER DEALER.

Newton G. Beatty made a $180 sale of "Happy Bluebird Family" to a FUNERAL DIRECTOR.

J. C. Gribben sold "The Light of Her Eyes" to a TRANSFER AND STORAGE COMPANY for $100.

EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE
Sold by H. R. Messick on "Proud Mothers" to a Feed and Seed Dealer

Craig Sohn made a $127 sale of "The Guiding Hand" to a DEALER IN COAL AND BUILDERS' SUPPLIES.

A. A. Muldrew sells "I See by the Papers" to a STATE BANK for $109.

C. L. Lewellen made a $131 sale of News Quiz, using "Playmates" to a PAPER MANUFACTURER.

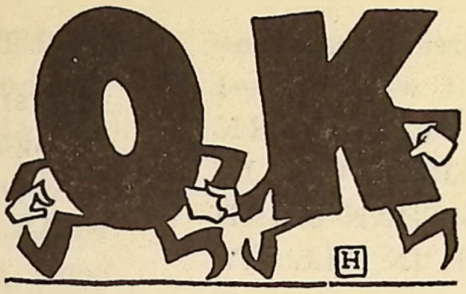
Salesman	State	Line of Business	Subject
J. P. WOOD,	Kentucky	Pharmacy	Will Rogers, Spirit of America
GEO. D. WOLFE,	Penna.	Box Company	Off to the Meeting Point
A. W. VORES,	New Jersey	Insurance	My Bonnie
JOHN L. SMITH,	Texas	Lumber	The Guiding Hand
M. G. MITCHELL,	Illinois	Auto Service	Kiddie Champions
A. McWILLIAMS,	Virginia	Studebaker Sales	Freedom For All
CLIFF HIGGINS,	Minn.	Motor Sales	Autumn Rhapsody
S. E. ADAMS,	Colorado	Farm Machinery	Their Priceless Heritage
E. E. CALLAWAY,	Ind.	Lumber Supplies	Rah, Rah, Rah

SIGNS ARE YOUR SILENT SALESMEN
Sold by Marvin Mitchell on "Playmates" to a Sign Company

KEEP COOL AND KEEP A'COMIN'
Sold by Charlie Chamberlain on Fans to a Dairy Farm

Salesman	State	Line of Business	Subject
M. C. ECKLAND	Mich.	Motor Freight	Metal Calendars
W. J. EGGLESTON	N. Y.	Funeral Home	Religious Calendars
W. A. SCHEAFER	Penna.	Insurance	My Blue Heaven
W. A. SCHEAFER	Penna.	Auto Sales	Springtime in the Forest
H. R. MESSICK	Iowa	Mortuary	Spirit of America
R. McWILLIAMS	Illinois	Chevrolet Dealer	Be Sure You Are Right
JOE HENDERSON	Ala.	Machine Shop	Springtime in the Forest Spirit of America
JOE HENDERSON	Ala.	National Bank	HG4232
E. H. GERRISH	Conn.	Savings Society	Spanky's Safety Patrol
LOU BYRNE	New York	Bank	Silver Dawn
S. C. WHALEN	Penna.	Plumbing Supplies	Playmates
S. C. WHALEN	Penna.	Insurance	Autumn Rhapsody
S. C. WHALEN	Penna.	Bakery	Houghton Mill
MRS. F. PETERSON	Ohio	Bank	Spirit of America Their Priceless Heritage
A. F. MEYERS	N. D.	Supply Company	Greetings
W. L. McNERNEY	Calif.	Bootery	Spirit of America
H. J. KERSEY	Penna.	Insurance	Spirit of America
P. B. KANOFSKY	Penna.	Florist	Bright Bouquets
W. C. HERRMANN	Mich.	Roofers	Dogs by Dennis
W. C. HERRMANN	Mich.	Van Service	Spirit of America
H. A. GORSUCH	Colorado	Chrysler - Plymouth	Spirit of America
JOHN GILBERT	S. C.	Funeral Home	Religious Calendars
P. C. EARL	New York	Foundry Company	Silver Dawn Autumn Rhapsody
W. F. DUNLAP	Georgia	Jewelry Company	My Blue Heaven
CHAS. CLAYTON	Penna.	Express Company	Forever Yours
JOHN L. SMITH	Texas	Marble and Granite	In Memoriam
NORMAN WILSON	Oregon	Furniture	My Blue Heaven
M. G. MITCHELL	Illinois	Texaco Service	Economy Post Cards
E. F. PHILLIPS	Minn.	State Bank	Come Back Here
MRS. F. PETERSON	Ohio	State Bank	Scenes of My Childhood
A. McWILLIAMS	Virginia	National Bank	Freedom For All
B. A. DAY	Connecticut	Funeral Home	Bluebird Family
R. R. BOND	Wisconsin	Fuel	Will Rogers
R. R. BOND	Wisconsin	Chevrolet Dealer	Houghton Mill
R. R. BOND	Wisconsin	Table Slide Mfr.	Forever Yours
S. E. ADAMS	Colorado	Lumber Dealer	Their Priceless Heritage
JACK MOORE	Indiana	State Bank	My Bonnie
J. M. SAUNDERS	Mich.	Fuel Company	Spirit of America
N. G. BEATTY	Iowa	Wrecker Service	Springtime
R. R. BOND	Wisconsin	Bank	Be Sure You Are Right
G. A. DEAN	Florida	Ford Dealer	All-American
J. H. ETTER	California	Bakery	Puppy Love
CRAIG SOHN	Ohio	Foundry Supplies	My Blue Heaven

WE WILL DO FOR YOU ANYTHING A GOOD BANK SHOULD DO
Sold by A. H. Lawn on "My Bonnie" to a State Bank



NEW CUSTOMERS ARE BUYING EASTER BLOTTERS!

The fellows who urge us all to "Say it with flowers" are saying it with orders!

Golden Rule blotters with the Easter stock cuts are getting new business in many towns.

The orders aren't dollars-and-cents giants. Some amount to only $14.70. But—a new customer is worth at least a hundred dollars in commissions over a period of a few years, so go to work. Grab this big chance for a yes-or-no presentation to the fellow who will order now or never.

Later in the year, or perhaps right now, you can sell the same new customers "Friendly Flowers," "Poems Without Words" or "Bright Bouquets" for general advertising purposes.

ONLY TWO SELLING WEEKS TO GO ON EASTER SPECIAL

Hurry! Sell the blotters today! Of course, you CAN take orders for Easter 1942, but it's easier to sell blotters for immediate delivery—and we mean right now.

Many customers are taking advantage of the Mother's Day illustration (not sampled), which can be furnished if desired. In cases where the buyer can use only 500 Easter blotters, simply charge $3.00 more for change of copy, and we'll make up the balance of the minimum order with Mother's Day copy.

By the way, it's not too early to be pushing the Mother's Day blotters by themselves. Mother's Day is May 11th, you know, not so far away.

USE THE EASTER SPECIAL AS A DOOR-OPENER NOW!

THE NEXT SIXTY DAYS

If I were on the sales force there is one thing which I am SURE I would do—I WOULD WORK HARDER, WORK FASTER, WORK LONGER HOURS IN THE NEXT SIXTY DAYS THAN I HAD EVER WORKED BEFORE IN ALL MY LIFE.

And—I would begin this program NOW. Not tomorrow—not in the next hour—but THIS VERY MINUTE. To my mind no sales force, particularly our sales force, has ever had a greater opportunity than exists today. We know this because advertising appropriations are being stepped up all along the line, and business men are in a receptive mood.

The situation at present is this:

(1)—Industrial production and business activity are at the highest point ever reached in this country.

(2)—Payrolls and consumer buying power are at the highest levels ever known.

(3)—More money will be spent in America during the remainder of this year than ever before.

(4)—Taxes at the present time are low in this country as compared with those of OTHER nations.

(5)—Business—in ALL lines—is booming, and this applies even to retail trade.

This is the situation that exists TODAY. Probably never before have we had so many FAVORABLE SELLING AND ADVERTISING FACTORS at one and the same time. Right now, and probably for the next sixty days, we shall enjoy a boom psychology in this country.

BUT—

Every one of these factors c changed, and changed QUICKLY. fore, although we should not e FEAR of the future, we should all sense enough to "TAKE THE CU AS IT SERVES" and work our b during the period when we have reason to believe sentiment will be OPTIMISTIC side.

When this issue of THE RE reaches your hands it will be Marc "Lend-Lease" bill will probably hav disposed of by the time you rea article, or shortly thereafter. Duri sixty days that follow it will p come home to the American peop we are entering upon an all-o economy, but the full implications change will not become apparen May or June. Therefore, public p ogy—BASED ON FULL POCKET AND FULL DINNER-PAILS—w ultra-favorable to selling and adv during March and April.

Now I don't want to be pessimisti the future. Personally, I have eve fidence that America will succe weather whatever happens. But as up men and women we should h gumption to face the facts—and UPON THEM. And the facts are shall be obliged to meet and solv very difficult problems—the switch a peacetime to a wartime economy rial shortages, extension of priori panding bank reserves, the withdra hundreds of thousands of person peacetime industry, rising costs prices, labor difficulties, increased and in all likelihood a jittery security market. And—on top of this—serious, critical developments in Europe, Asia and Africa.

All of these things are on the horizon, and the time has come when we should FACE THEM. If we DO face them, America can and will go through this crisis with flying colors and will emerge the GREATEST, STRONGEST and MOST PROSPEROUS NATION IN THE WORLD! There is not any doubt of this.

Meantime, before the screws begin to tighten, we should have SIXTY DAYS IN WHICH TO ROLL UP SALES. I hope we may have more. In fact I hope that two months from now the whole world picture will be changed IN FAVOR of Britain and the United States. If that happens, then we shall be able to go forward with accelerated speed. But, in the meantime, isn't it just common-sense—isn't it sound judgment—to MAKE THE MOST OF EVERY MINUTE OF EVERY HOUR and of EVERY HOUR OF EVERY DAY? It seems so to me.

I have not the slightest fear of the FUTURE of the United States or of the world. Not the SLIGHTEST fear. I have not the slightest fear of the future of The Gerlach-Barklow Company. Not the SLIGHTEST fear. But I DO entertain a fear that public psychology will undergo a change as soon as the curtain is lifted and the masses of our people begin to understand some underlying facts which have so far been obscure.

My suggestion is that we make the most of THINGS AS THEY ARE NOW. That—for sixty days—we cancel all social engagements, forget all about everything outside of our own business, and really HIT THE BALL. My suggestion is that we realize that the time to make hay is when the sun is shining.

Our type of advertising is ALWAYS GOOD ADVERTISING—no matter what conditions may be. It is always GOOD ADVERTISING because, as we stated on the reverse side of the house calendar, "TIME AND THE HOUR RUN THROUGH THE ROUGHEST DAY." But, in spite of this fact, there are times when the sale of advertising is easy, and there are times when the sale of advertising is difficult.

RIGHT NOW THE SALE OF ADVERTISING IS EASY.

WE ARE SITTING ON THE CREST OF A BUSINESS BOOM.

EVERYBODY, BUSINESSWISE, IS OPTIMISTIC.

Therefore, let's wear out the soles of our shoes making calls and presentations. LET US SELL AS WE HAVE NEVER—NEVER—SOLD BEFORE!

As has been so truthfully said: "If there is a hades on earth, it is a place where we may look back upon the opportunities we FAILED to take."

Our opportunity is here—NOW.

Let us go after it with both feet and GRAB IT with both hands.

Jewett E. Racker

When it's a question of

Plus Business

offer your prospects

SQA-3 Folders

with

"Kiddies, Inc." Prints

Timely Good-Will Advertising!

The trick fold on the popular SQA-3 "Questioneer" folders has won the interest—and orders—of a lot of new customers in the last few months.

For instance, Tom Gosten sold a new customer, a personnel bureau, in New York. And Nick Osburn sold an order to a plate-graining company that formerly had used only blotters.

The trick fold plays an important part in the sale. Therefore, make the most of it by suggesting clever copy. Your samples show one idea. The heading at the top of this page presents another. Sell it to anyone. For the brick manufacturer, suggest this: "When it's a question of GOOD FACE BRICK, the right answer always is Shaletex, made by Streator." For the paper box maker, suggest this: "When it's a question of STRENGTH, the right answer is SAMSON PAPER BOXES." For a general ad, use this: "When it's a question of QUALITY, the right answer always is Gerlach-Barklow products."

That's good copy for the SQA-3 trick fold. It can also be used on the display-ad page of News Quiz and SQA-2. Try it today!

SPEAKING OF PICTURE PARAGRAPHS

These Are GOOD Ads for Any Line of Business!

BRAINY BOW-WOWS, the cleverest series of dogs ever painted for blotter use by Morgan Dennis or any other artist, ably illustrate twelve pithy paragraphs, two of which are shown at right. These Picture Paragraphs are Standard Copy, available on any direct-mail medium at Service 1 prices.

WISHES can make us blind to opportunities. Some folks can wish for the moon—and forget to turn on the electric light. They can wish to hear grand opera, and forget to turn on the record-player. Whatever YOUR wish, remember that the wish and the reality are the same thing when you call on us. When you want perfect service, you can find it here!

HE WHO LIVES upon hope will die fasting. Ben Franklin knew what he was talking about when he put that maxim in Poor Richard's Almanack. If you are hoping for the best in business service, however, there's no need to hunger for it. Call on us, and you'll get it. We keep up to date, and our business is serving you. Let us help you whenever we can.

In the Orient, flower-arranging is an art, sometimes taught in schools. It is called "ikebana," and the purpose is to express thoughts by carefully-arranged blooms and twigs. We don't know much about ikebana, but we do know that this unusual bouquet expresses a message. It tells you that you can always count on us for friendly service.

"Somewhere over the rainbow" is a place that's mighty hard to reach. So why worry? There's a rainbow in this bouquet, a perfect harmony of natural color. And the bouquet tells you that you needn't search in impossible places for perfect business service. It's right here, always at your command. All you ever have to do is call on us!

EVER HEAR OF "IKEBANA" BEFORE? It's all explained in the June picture paragraph for Bright Bouquets, and it makes a right good copy tie-up for the advertisement. That June paragraph and the September one, two of the catchy series of twelve, appear at left. They help to point a moral to the stories told by the pictures.

THE KIDDIES ARE IN BUSINESS—What do they sell? Well, they sell anything your customer wants to sell. Every picture in the new "Kiddies, Inc." series tells a vivid story, and the point of every story, as explained by the picture paragraphs, is that the advertiser invites the reader to buy.

SELL DIRECT-MAIL NOW

We'll save you a nickel by giving you a peek into the future, free of charge! There's success and satisfaction ahead, if you count on us for service. You can't go wrong. Let us handle your problems in the friendly, reliable way you have a right to expect.

Sold—to the highest bidder! And once again we're making our bid for your good will and friendship. We offer you the best of service—prompt, courteous, reliable, backed by our record of experience. So call on us whenever we can help you. Our business is serving you.

THE EARLY BIRDS OF 1941

Standing at End of Ninth Week, February 22nd

SENIORS

1. EARL
2. MITCHELL
3. CHAMBERLAIN
4. HARTMAN, J. C.
5. MRS. PETERSON
6. HIMELHOCH
7. CLAYTON
8. SIEGEL
9. KEBOCH
10. KERSEY
11. HAYNES
12. McWILLIAMS, A.
13. HIGGINS
14. BERCOVIT
15. STEVENSON
16. PERRY
17. LIPFORD
18. BOND
19. MOSS
20. LAING
21. HODSON
22. VORES
23. MORRISSEY, D. M.
24. McNERNEY
25. RICKER
26. OLSON
27. PITTMAN
28. KASPER
29. THURN
30. MELCHER

JUNIORS

1. ADAMS, S. E.
2. MESSICK
3. CLARK
4. EVANS
5. PHILLIPS, JASPER

MORE HAT LETTERS FROM WINNERS

Thanks a million for the hat. It reminds me that I must get another $1,000.
A. McWILLIAMS.

* * *

Every time I put my new Stetson on it reminds me of your inspiration and enthusiasm.
BEN BERCOVIT.

* * *

Thanks for your $5 check and for your good wishes. I'm going to make 1941 the best year I've ever had.
CHARLES CLAYTON.

* * *

I just go 'round telling every one about this new hat and how I won it from the big boss and how I fooled you 'cause you didn't think I could do it. Many thanks.
LARRY MOSS.

* * *

I'll carry this hat on my head with the thought that it comes from the best boss in the land and I'll give him the best I have.
W. A. SCHEAFER.

* * *

Thanks loads for the new hat—a very pleasant surprise. Have been going pretty hard and I'll keep on plugging.
PERC EARL.

* * *

I sure do thank you for the five dollars for a hat. I got a big kick out of winning it. Wish I could have been at your party.
L. B. NOBLES.

* * *

Thanks for the hat check. Wearing this hat will many times spur me on to greater effort.
RYAN S. PERRY.

* * *

Thanks for the $5 hat check. Happy to make my B.E.D. for you.
LEO L. LEVIN.

DEAR BERT:

Today in Ashland, I decided to call on a customer who bought from us last in 1934. I have called on him ever since and no luck. I always left my personal calendars, but got the same answer "— using Sunshine Biscuit calendars, they cost nothing."

However, tonight I took my case in and my approach was—"Did you hang up my calendar?" Answer—"yes, we always do." I asked him "Do you hang one of your own Sunshine Biscuit calendars up?" His answer was—"Oh, we never do." Then I said "The chances are your customers do not either, but I do feel they will hang my calendars with your name on them."

Result: An order for $39 for 100 using the subject I used "Here Peace and Happiness Abide," and though it was small, I am pleased with the order.

Yours to succeed,

H. J. KERSEY.

WE KILL 134 PEOPLE EVERY SUNDAY

Automobiles in America kill seven thousand people every year in Sunday auto accidents.

A quarter of a million people are injured each year in Sunday auto accidents.

There are about fifty members of the Gerlach-Barklow sales force who look upon selling our Safety First campaigns as a privilege and as a duty to humanity. These are the salesmen who are selling the complete Safety First campaigns for distribution in schools and industrial plants; incidentally, they're making some nice commissions out of it, too.

There isn't a school superintendent nor a factory manager who'll refuse you permission to hang our Safety First billboards or hangers in the places under their jurisdiction if approached in the right way and the purpose of the distribution properly presented.

If there's any detail of the industrial distribution plan which is not entirely clear to you, please ask for information. Now that industrial plants are operating at full speed, the chance of accidents is greater than ever and the need for safety warnings is accordingly important. Which means that this is your hour of opportunity. Let's make the most of it while we may.

$1,000 CLUB

END OF NINTH WEEK

*FRED W. BELL
**BENJAMIN BERCOVIT
RALPH BOND
*****C. I. CHAMBERLAIN
****CHARLES CLAYTON
A. F. COOPER
*******P. C. EARL
*J. H. ETTER
HARRY D. EVANS
G. ROBT. FALLS
J. O. GAMMELL
E. H. GERRISH
W. E. GIBSON
E. A. GILMORE
****H. F. GROTTE
*AMASA HARTMAN
***J. C. HARTMAN
****SAM E. HAYNES
JOE HENDERSON
*WM. C. HERRMANN
CLIFFORD HIGGINS
****LEO L. HIMELHOCH
*SIDNEY A. HODSON
J. B. KASPER
*P. H. KEBOCH
EUGENE KELTNER
*H. J. KERSEY
MRS. A. C. JAHL
J. R. LAING
**R. H. LIPFORD
W. L. McNERNEY
*A. McWILLIAMS
***RUDY MADDOX
***GEO. H. MALONEY
KATHERINE MELCHER
E. E. MEYER
****M. G. MITCHELL
D. M. MORRISSEY
**L. H. MOSS
A. A. MULDREW
OTTO NOELL
***R. S. OSBURN
**R. S. PERRY
***FANNIE PETERSON
FRANK R. RAITZ
*H. F. RICKER
DOC SAGE
*J. M. SAUNDERS
L. R. SHEPARD
*ISIDOR SIEGEL
*E. B. SIERER
*CRAIG SOHN
*F. M. STEVENSON
ESTELLE P. THOMPSON
A. W. VORES
S. C. WHALEN

* Indicates Additional Victory Weeks.

"Our work is done for those who love and remember"

On page 250 of REVIEW February 13th we told you how this copy line was bringing home numerous orders from Memorial Dealers.

Now, Jewett Ricker, veteran advertising executive, comes out ag'in' it as follows—

Memorial Dealer:
"Our work is done for those who love and remember."

Prospect:
"O. K.—we'll get somebody else."

That wouldn't happen, of course, but I submit that the copy described on page 250, February 13th REVIEW, has a double meaning which should be avoided. Anyhow the word "work" should never be used either by a Funeral Director or a Monument Dealer.

Seems to me any of the following would be better:

Our Service Is for Those Who Love and Remember.
We make Eternal the Love of Those Who Remember.
We Serve Those Who Love and Remember.
Our Clients Are Those Who Love and Remember.
At the Service of Those Who Love and Remember.
Craftsmanship for Those Who Love and Remember.
Experienced Service and Craftsmanship for Those Who Love and Remember.

Am I right—or—nuts?

Now, while the fact remains that the old standby is getting results, it's quite possible that Jewett may be right and we would like the opinion of half a hundred salesmen and memorial dealers. WHAT DO YOU THINK?

Seven Salesmen Still Have Perfect B. E. D. Scores

According to last reports received, there are seven members of the sales force who still have perfect scores for business regularity at the end of the ninth week.

HERE THEY ARE

P. C. EARL
CLIFFORD HIGGINS
P. H. KEBOCH
H. R. MESSICK
CECIL NIXON
RYAN S. PERRY
FRED M. STEVENSON

THE SYMBOL OF OUR AMERICAN WAY OF LIFE IS OLD GLORY

> Today, however, it should be more than a symbol. It should be a constant reminder to all who behold it of the freedom and peace which we Americans are privileged to enjoy — a reminder also to the need of vigilance in defense of those blessings.

The above is copy which Isidor Siegel used to sell 1,200 S-257-VL "Spirit of America" to a dairy. Appropriately, the order calls for Better Homes-Better Gardens pads. The order specifies that this copy is to be printed on the front of the calendar, directly above the customer's ad.

Commenting on the copy, Mr. Siegel says—

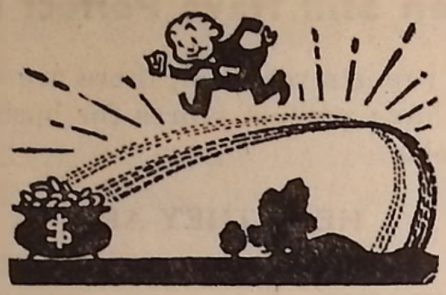
> "I think it would be a good idea to sample this calendar with the copy. It will help to sell S-257 with 'Spirit of America'."

We are not sampling it as Mr. Siegel suggests—yet—but we'd appreciate your comments on the idea, and if you'll write your opinion on a signed order, so much the better.

Lawn Adapts the Baskin Idea to the Coal Business

A. H. Lawn of Wisconsin sells Kiddie Champions post cards to a coal dealer—a new customer—by suggesting the following copy—

> We thank you for your recent coal order and we hope that the coal we have delivered will prove so economically satisfactory that you will thank us for selling it to you.
> Please remember our phone numbers — Howard 2400 and 2401 — and call us when you need coal again.
> We will give you prompt service.



CROSSING BRIDGES

A young man went to an expert business advisor, the other day, and said, "I have been three years on the same job. I feel that I am lost sight of by my employers. What shall I do?"

The expert answered, "What suggestion can you make your employer that will help him increase his sales by $50,000, $5,000, $500, or even $100? Think this over and come back in a month."

At the end of thirty days the young man reported that he had not been able to think of any plan.

"All right," said the expert, "now try your best to discover some way by which your employer can in the next year save $5,000, $500, or even $50 in the cost of running his business."

At the end of the second month the young man admitted failure, and said he had decided not to ask for any more advice.

Then his advisor said:

"Well, this time I am going to give you some advice without your wanting it. Just think a moment where you stand. With the enormous business being done in your line you are not able to increase it by even $100 a year; with the wasteful methods in that business you are not able to point out how even a small sum may be saved. You had better lie low and not let your employer know that you have been working for him so long without having a single idea how to improve your work."

* * *

That young man is like thousands who have never developed their imagination. We are told "never to cross a bridge until we come to it"; but this world is owned by men who have "crossed bridges" in their imagination far ahead of the crowd.

Looking into the future, what bridges do you see that you can cross ahead of the crowd—even small ones?

BABSON INSTITUTE.

(Copyright by Babson Institute, Babson Park, Mass.)

PUPPY LOVE

Curly isn't a thoroughbred
Nor a dog of high degree,
Hasn't much wisdom in his head
But he's all the world to me.

I'm not so very important
In the eyes of the people I meet
But I'm all the world to my Mother
And gosh, she's awfully sweet.

So please, Mister Auto Driver,
Give Curly and me a break
And let us both be careful
Just for our Mother's sake.

Presented in the Interest of Safety

ART GOTTERMAKEIT VORES

1941		FEBRUARY				1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	-

WHEN TROUBLES COME and the heart is hurt, and when shadows lengthen, you need more than a question mark, you need certainty. It is possible for religion to become all things for all men so that in the end it becomes nothing to any man. What we need today is not a new religion but a new reference to the faith of our fathers.

—JOSEPH R. SIZOO, D. D.